



WXYZ

ORDER

Print Date 11/13/12

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Flight Dates **10/30/12-11/06/12**

Contract / Revision **313665 /**

Original Date / Revision
10/02/12 11/02/12

Advertiser **Protect Working Families**

Agency **Hamburger Company**

Buying Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Product

Protect Working Families

Agency Com 15%

Billing Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1693**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	22	\$21,207.50	\$24,950.00	0.00
Totals	22	\$21,207.50	\$24,950.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	22	\$21,207.50	\$24,950.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/31/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	- 11- 1- -	:30	3	\$1,800.00	FX	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-- 1- 1- -		2		\$1,800.00		0.00				
Week:		11/06/12	11/12/12	- 1- - - - -		1		\$1,800.00		0.00				
N 2	WXYZ	11/04/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	- - - - - S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	- - - - - S		1		\$900.00		0.00				
N 3	WXYZ	10/30/12	11/05/12	M-F 1p-2p The Chew	CM	1-2pm M-F	1 1 1 1 - -	:30	5	\$800.00	P-3	0.00 NM	2	\$1,600.00



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Contract / Revision **313665** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1693**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/30/12	11/05/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11111--	:30	5	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/30/12-11/05/12		M-F 1p-2p		1-2pm M-F	MTWThF----	:30		(\$800.00)		0.00	NM		
Credited															
2	WXYZ	10/30/12-11/05/12		M-F 1p-2p		1-2pm M-F	MTWThF----	:30		(\$800.00)		0.00	NM		
Credited															
5	WXYZ	10/30/12-11/05/12		M-F 1p-2p		1-2pm M-F	MTWThF----	:30		(\$800.00)		0.00	NM		
Credited															
N 4	WXYZ	10/30/12	11/05/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	11111--	:30	5	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/30/12-11/05/12		M-F 2p-3p		2-3pm M-F	MTWThF----	:30		(\$800.00)		0.00	NM		
Credited															
2	WXYZ	10/30/12-11/05/12		M-F 2p-3p		2-3pm M-F	MTWThF----	:30		(\$800.00)		0.00	NM		
Credited															
4	WXYZ	10/30/12-11/05/12		M-F 2p-3p		2-3pm M-F	MTWThF----	:30		(\$800.00)		0.00	NM		
Credited															
N 5	WXYZ	10/30/12	11/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11-1---	:30	3	\$1,400.00	FX	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11-1---	3		\$1,400.00		0.00						
N 6	WXYZ	11/05/12	11/05/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	M-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-----	1		\$3,000.00		0.00						
N 7	WXYZ	10/31/12	11/02/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	-1-1--	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	--1-1--	2		\$750.00		0.00						
N 8	WXYZ	10/30/12	11/01/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	-1-1---	:30	2	\$400.00	FX	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-1-1---	2		\$400.00		0.00						
N 9	WXYZ	11/03/12	11/03/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	1		\$250.00		0.00						
N 10	WXYZ	11/03/12	11/03/12	SA 130a-230a SA 130a-230a	CM	130am-230am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	1		\$175.00		0.00						
N 11	WXYZ	11/03/12	11/03/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	1		\$3,000.00		0.00						
N 12	WXYZ	11/03/12	11/03/12		CM	12-12:30a	-----S-	:30	1	\$600.00	FX	0.00	NM	1	\$600.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1693**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
				SA 1130p-1230a											
				SA 12-12:30a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$600.00		0.00			
N13	WXYZ	11/03/12	11/03/12	SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$425.00	FX	0.00 NM	1	\$425.00	
				SA 1230a-130a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$425.00		0.00			
N14	WXYZ	11/04/12	11/04/12	SU 12a-1a	CM	12am-1am	-----S	:30	1	\$1,500.00	FX	0.00 NM	1	\$1,500.00	
				SU 12a-1a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$1,500.00		0.00			
													Totals	22 \$24,950.00	